



Request for Proposals for Artwork:
THIS IS THE PLACE
Permanent Display

Deadline: Friday, Nov. 5, 2021 at midnight CST

- Description** The City of Bentonville’s Public Art Advisory Committee is seeking proposals for permanent or mobile artwork that builds on the art and cultural experiences in Northwest Arkansas. The desired installation fosters public engagement, community harmony, identifies the location as Bentonville, Arkansas, and reflects our growing diversity. The artwork should create a happy, energetic experience encouraging photo taking and sharing on social media. The project is inspired by large letter installations from around the world.
- Project Name** **THIS IS THE PLACE**
- Creative Brief** **Objective:** A work that fosters public engagement, identifies the location as Bentonville, Arkansas, and reflects our growing diversity.
Key Details: Inclusive • Accessible • Appropriate for all ages • Fosters social engagement • Photo and selfie-worthy • Community engagement in fabrication encouraged • Permanent or mobile options considered
Audience: All who live in and visit Bentonville.
Tone/Voice: Human scale • Bold, graphic design • Iconic • Community harmony
Inspiration: Large letter installations around the world. [Dallas](#) • [Rio](#) • [Brisbane](#) • [Ottawa](#) • [Austin](#). Seeking a unique take on this inspiration.
- Display Site** [Train Station Park](#), 400 S Main Street, Bentonville, Arkansas. This park is located in downtown Bentonville, across from the Bentonville Public Library and adjacent to the future Bentonville History Museum. The park features a gazebo, benches and beautiful landscape in a passive setting near the Downtown Trail that connects to the Razorback Greenway.
- Eligibility** Any artist, graphic designer, landscape architect or any other designer is eligible to submit a proposal.

Budget

The Public Art Advisory Committee will fund up to \$30,000 as part of this initiative, but proposal coming in at all ranges will be considered. The PAAC understands the increasing cost of materials and will evaluate those costs at the time of a contract agreement.

Artists are required to submit a detailed budget. Proposals without a detailed budget will not be accepted. Budget should include cost of materials, production, delivery and installation, and artist's fee.

- Selection and funding are contingent upon a signed Letter of Agreement between the artist and the City of Bentonville.
- Travel, lodging and meal expenses for the artist(s) associated with this project are not reimbursable.
- No funds are designated for project development.
- Payment is dispersed as follows: 50% upon a signed agreement and receipt of invoice, and the remaining 50% upon complete installation and receipt of invoice.

Installation & Maintenance

The City will coordinate with the artist for timing and any assistance needed by the city and is requesting installation be complete by June 1, 2022. Upon acceptance by the city after installation, the city will assume maintenance responsibilities. The application must include details on maintenance required for the artwork.

Proposals

All proposals must be submitted using the online application form at <http://www.bentonvillear.com/FormCenter/Planning-8/Public-Art-Proposal-70>. Required attachments may be uploaded in a Word or PDF format. Proposals that do not complete the online submission form and/or do not upload the required documentation will not be accepted. Proposals must meet the Artwork Guidelines on page 3 and the Public Art Policy on page 4. The online proposal application requires providing the following information for a complete proposal:

- | | |
|---------------------------------|---|
| • title of artwork | • need for a foundation |
| • medium | • need for access to electricity or water |
| • dimensions | • life expectancy |
| • description of the artwork | • special maintenance needs |
| • image of the proposed artwork | • time needed for fabrication |

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Contact

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Artwork Guidelines Artwork proposed for outdoor installation must be suited to continuous outdoor display and able to be maintained by the City.

Artwork cannot contain logos, tag lines or be in any way thematically linked to a commercial business, establishment, product or service.

Review Criteria

- **Artistic Quality and Merit:** Due consideration will be given to the strength of the artist's concept, vision, innovation, execution and craftsmanship.
- **Context:** Consideration should be given to the architectural, historical, geographical and socio-culture of the City. The PAAC may also take into consideration the theme and context of the display in terms of scale, form, content and materials.
- **Mission Statement & Core Principles.** Works of art for public display shall meet the mission statement and core principles of the PAAC.

Mission Statement: "Enriching and engaging our community through public art."

Core Principles:

- Enhance the community's visual environment
 - Promote awareness of the city's social, cultural, & historical composition
 - Encourage a spirit of collaboration
 - Expand public knowledge of the visual arts
- **Prohibitions:** The PAAC shall reject for display works of art that are obscene (as defined by A.C.A. § 5-68-302 et seq.) or violate other state or Federal laws.
 - **Conformance with Public Art Policies.** Proposed artwork must comply with the public art policies adopted by ordinance (provided in Attachment A).

Attachment A: Public Art Policy *(Ordinance No. 2013-40, 06-14-13)*

1. **Approval.** All requests to display artwork on city maintained property shall be approved by the Bentonville City Council, the Public Art Advisory Committee and if required, the Parks & Recreation Advisory Board and / or other City Boards and Commissions.
2. **Insurance.**
 - a. **Temporary Works of Art.** The City is self-insured and does not insure temporary display of artwork on city maintained property. The artist who loans temporary works or art for display on city maintained property shall bear the risk of loss from damage, destruction, or theft of the artwork while it is in the care of the City of Bentonville. The artist shall agree in writing to assume sole liability or responsibility for loss, damage, or theft of the artwork.
 - b. **Permanent Works of Art.** Insurance details relating to permanent works of shall be outlined in the contract agreement.
3. **Assumption of Risk and Public Safety.** Display of artwork shall not create an unnecessary safety hazard to the public or city employees and shall be displayed in a manner that does not unreasonably impeded traffic or interfere with public safety.
4. **Types of Display.** Art displays hosted or coordinated by the City may include competitions sponsored by the City, art displays featuring individual artist, themes and art displays featuring groups of artists.
5. **Location.** Artwork may be displayed in public places approved by City Council. Artwork may be physically separated from the main exhibit when, in the opinion of the City Council, warranted under current community standards. Artwork, other than works of art currently in placed at the time of adoption of this ordinance, shall not be displayed on the Bentonville Square.
6. **Compatibility.** Proposed public art shall be evaluated for its compatibility relative to the following:
 - Visibility and public access
 - Public safety
 - Traffic patterns
 - The relationship of the proposed public art project to the site's existing or future architectural features, its natural features, its historical, geographic and social / cultural context
 - The function and use(s) of the facility or site
 - The nature of the site's surrounding neighborhood and potential impact of the public art project on residents, businesses, existing works of art or design elements within the site's vicinity
 - Future development plans for the area which may affect the public art project.
7. **Identification of Artwork.** Works of art should be identified in an appropriate manner to the context of the artwork. Standard, consistent signage details are outlined in the contract.
8. **Sales Prohibited.** Art shall not be sold on city maintained property except as part of an organized event. Sales information shall not be posted or displayed with a work of art; interested buyers shall contact the artist directly for sales information.
9. **Payments Prohibited.** The City (or any organization or person affiliated with the City) shall not accept payments to have art displayed on city maintained property. Furthermore, the display of public art on city maintained property shall not be used by any organizations for fundraising.
10. **Presentation.** As outlined in the contract, all art needs to be finished and ready for display and artists shall remain responsible for all costs associated with presenting, setting up and taking down.
11. **Set Up / Take down.** As outlined in the contract, it shall be the responsibility of the artist to adhere to the details for presenting, set up and take down.
12. **Pick-up and Deliver / Abandonment.** As outlined in the contract, the artist shall adhere to the details for pick-up and delivery location and time. Any piece that is not picked-up by the deadline shall be treated as abandoned property subject to disposal without further notice under applicable laws.
13. **Complaints.** If the City receives signed, written complaints from ten (10) or more citizens of Bentonville about a work of art on display, then the City shall notify the artist about the complaint and allow the artist an opportunity to immediately withdraw the work. Should the artist choose not to withdraw the work, the City shall hold a meeting between the artist and complainants during which they will be given an opportunity to address the appropriateness of the display of the work of art. After the meeting, if the issue is still unresolved, the City Council shall make the final decision on whether the work of art shall be removed, relocated, relabeled, or otherwise modified giving due regard and consideration to the artists freedom of expression and due process under the First and Fourteenth Amendments in accordance with the forum in which that artwork is displayed.
14. **Removal.** As outlined in the contract, there shall be no removal or disguise of a work of art once it is placed on display unless and until the City Council decides to do so, subject to the right of the artist to remove it.